

such as an LED or incandescent element, is activated according to the data if the address of the data matches that of the display element.

## ABSTRACT OF THE DISCLOSURE

A system and/or method for controlling a display array without the use of row and

5 column drivers. The display elements within the system are configured to maintain an  
active address signal in response to a received signal containing serially encoded  
display settings. Each display element is loaded with an address of where it is located  
within the array. The display elements then extract the display information from the  
signal upon matching the address, wherein they output the correct display setting for  
their position within the array. An optical programming method is described for setting  
the address of the display elements in-situ.